

AD WATCH

Marlboro adventure team

Send original examples of material for Ad Watch to Simon Chapman at the address given on the inside front cover

In the fall of 1992, Philip Morris announced in a multi-page spread appearing in many national US magazines, a new campaign for its ever-popular brand, Marlboro. Missing from the advertisement is the familiar Marlboro Man, riding his horse across the open plains of the wild frontier. Or is he missing?

While the Marlboro Man himself is not to be found, the advertisement, upon further scrutiny, seems merely to be a modern day version of the Marlboro Country theme. Instead of the Marlboro Man, Philip Morris' new advertising gimmick seems to be aimed at enticing everyday citizens to become the Marlboro Man of the 1990s. No longer does a person have to merely imagine being the Marlboro Man, they can now, courtesy of Philip Morris, actually become him.

The advertisement, reproduced here, is 10 pages of enticement for readers to participate in the new contest in which ten guys will win an all-expense-paid adventure to the wild west to engage in a series of events and activities that will make them real Marlboro men—rugged, strong, adventurous, and macho.

Advertisements for the contest proclaim in bold print: "Marlboro Adventure Team. It's ten guys, eleven days, and six hundred miles of

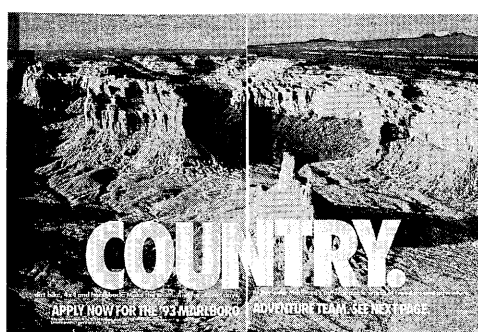
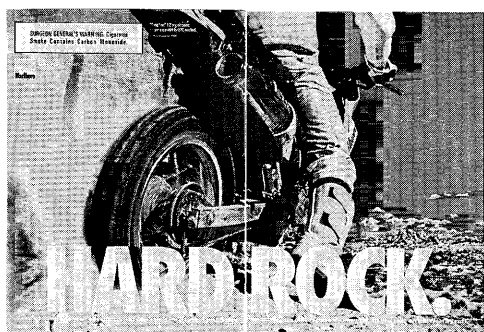
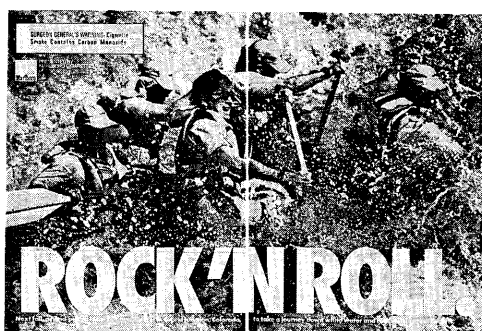
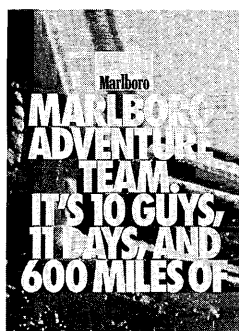
hard rock... As you take on the West by raft, dirt bike, 4 × 4 and horseback. Make the team."

For almost 30 years now the tobacco industry has maintained that their advertising is neither deceptive nor misleading and that all of their advertisements rigidly comply with their advertising and promotional codes—codes which were designed to ensure that children were not enticed into using their products. We have seen over and over again the industry's flagrant violation of even its own standards. The Joe Camel campaign which has received so much attention over the last year is probably the most widely recognised example but represents only the tip of the iceberg of industry abuses.

The Marlboro Adventure promotion is just another example of the tobacco industry paying lip service to its own code. The 1964 industry code included the statement:

"Cigarette Smoking shall not depict as a smoker any person participating in, or obviously just having participated in, physical activity requiring stamina or athletic conditioning beyond that of normal recreation."

It doesn't take anything more than common sense to see that the Marlboro Adventure



A 10-page advertisement in the December 1992 issue of Playboy. The small print states, "Next fall, a hand-picked team of ten will meet in Grand Junction, Colorado, to take a journey down white water and rock walls, across deserts and over trails that lead to places that aren't even considered places yet. Hell Canyon, Lizard Rock, Thunder Pass. This is the West—where you find your adventure, you don't wait for it to find you. Share an adventure others can only imagine, as you take on the West by raft, dirt bike, 4 × 4 and horseback. Make the team. And for eleven days, experience Marlboro's unforgettable world of freedom and adventure."

Team campaign contravenes at least the spirit of the industry's own advertising code. Moreover, I would argue that the ad is deceptive and misleading under Section 5 of the Federal Trade Commission Act, which prohibits "unfair or deceptive acts or practices in or affecting commerce". White water rafting, dirt biking across the desert, and driving a 4 x 4 at a 45 degree angle on two wheels are not activities which conjure up images of "normal recreation".

As is the tobacco industry's custom, the Marlboro Adventure Team is limited to those who certify that they are smokers. While the advertisements attempt to convey an image of being healthy, rugged, athletic and of great physical stamina, the reality is that the people

probably the least qualified to participate in any activity requiring endurance and health are those who smoke.

Thirty years of irresponsibility has taught us that the tobacco industry cannot be relied on to adhere to the principles of even their own code. Until the Federal Trade Commission and the US Congress are willing to end the tobacco industry's advertising deceptions, smokers and non-smokers alike, adults and children, will continue to be seduced into believing that smoking will make one healthy, sexually attractive, sophisticated, athletic, macho, and cool.

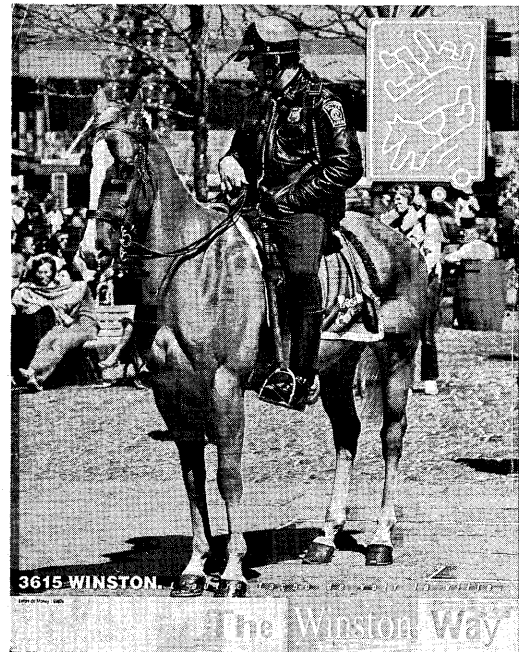
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Cigarettes, violence, and Winston travel tours

Police officers across the United States have condemned Time Warner Corporation for promoting and selling the Ice Tea Rap album "Cop Killer", which advocates violence against police. R J Reynolds International is advertising Winston travel tours in France with a similar albeit more subtle theme. The July 1992 issue of the French magazine *Geo* features a full back-page advertisement for RJR's Winston brand. A Boston policeman mounted on a horse is observed by a bystander, whose thoughts are captioned in a cartoon above his head: the horse throws the symbol of authority from his saddle.

If you asked RJR if violence against cops is what they intended, they would likely say "no". If you asked if advertising cigarettes was what the advertisement was all about the answer would be similar. France will prohibit cigarette advertisements in magazines in 1993, and RJR got a jump on the new law by advertising the Winston Way, a travel tour to an American City. *Geo* also features Philip Morris's Marlboro Country Travel and Camel's Adventure Tours.

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When doctors advertised cigarettes

From the 1920s to the 1940s, several tobacco companies made frequent use of physicians in advertisements to promote smoking of their cigarette products.¹ Many such advertisements claimed that cigarettes would promote health by calming nerves, aiding digestion, and preventing weight gain.

In George Gipe's novel "*Back to the future*"² (made into a film of the same name by Steven Spielberg) there is a scene in which Marty McFly saw a television commercial advertising cigarettes in the world of 1955. He could not believe what he saw: as a surgeon stepped out of an operating room, he lit up a cigarette and began speaking to the audience. "After facing the tension of doing three lung operations in a row, I like to relax by lighting up a Sir Walter Randolph. I know its fine tobacco taste will soothe my nerves and improve my circulation..."

Recently, I found a photograph of an interesting cigarette ad poster that appeared in 1958 in Japan (figure). A doctor in a surgical gown is smoking an "Ikoi" (Rest) brand



According to a recent *Nationwide survey*: **MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE**

● "What cigarette do you smoke, Doctor?"

That was the gist of the question put to 113,597 doctors from coast to coast in a recent survey by three nationally known independent research groups.

More doctors named Camels than any other cigarette.

If you're a Camel smoker, this definite preference for Camels among physicians will not surprise you. If not, then by all means try Camels. Try them for taste... for your throat. That's the "T-Zone" test (see right).

CAMELS *Costlier
Tobaccos*



cigarette and the copy says, "Punctuation marks of living... A puff of relaxation gives you a break from your work." The intention of using doctors in these advertisements was much the same. It is embarrassing that doctors not only smoked cigarettes in public but also advertised them in those days.

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- 1 Nett LM. The physician's role in smoking cessation; a present and future agenda. *Chest* 1990; 97: 28S-32S.
- 2 Gipe G. *Back to the future*. Corgi Books, London, 1985.

As Dr Kawane points out, many of the old cigarette ads featured physicians. Advertisements for Camel cigarettes were particularly notable in that regard. In one ad (reproduced on the cover of the July 1985 issue of the *New York State Journal of Medicine*), a doctor wearing a head mirror* touts Camel cigarettes. The ad copy notes that the moisture-proof wrapping of "The Humidor Pack" offers "protection against dust and germs."

Another Camel ad (see figure) claimed that "More doctors smoke Camels than any other cigarette," based on a question "put to 113,597 doctors from coast to coast in a recent survey by three nationally known independent research groups." The copy tells readers, "Try them for taste... for your throat. That's the 'T-Zone' test." As Dr Alan Blum jokes, the T-zone illustrated in the ad includes the site for a Tracheostomy. - ED

* Used in the diagnosis of cancer of the pharynx and larynx, both of which are smoking-related